REMARKS

The main difference between the claims of the present invention and Matsumoto is that Matsumoto does not compare the information from the first database which is information about a user's non-internet media buys, and a second database which comprises a user's IP address and date and time the user logs onto the website. The Examiner focuses applicant on Col. 8, lines 53-63, Col. 9, lines 45-65 and Col. 10, line 8 to Col. 11, line 7. The Examiner has requested that applicant provide more information as to why what Matsumoto teaches is different from what the applicant is claiming. Col. 8, lines 53-63 specifically teaches that index CGI 61 is enabled to redirect the user's response to the entrance page 101 of the advertiser's website immediately after receiving the information. *Some of the information received at index CGI 61 is stored in an index log file 62 for analysis of the user's behavior as will be discussed hereafter.* This information includes date and time user accesses the entrance page and user's IP address.

There is nothing taught in this section which states that a user's non-internet media buys be compared to the IP address and date and time of user logs onto the website. The information regarding the date and time the user logs in and the IP address is used solely to analyze the user's behavior and not to show why the user was directed to the

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website. As stated above in Col. 8, the URL is embedded which shows the advertiser why the user went on the website.

Col. 9, lines 45-65 again shows that when a user enters the website, the date and time and IP address is stored by the website. Again, there is nothing in here which states that there is a determination based on the user's non-internet media buys as to why a user entered the site other than an embedded URL.

Col. 10, line 8 to Col. 11, line 7, discusses a system which provides data of the user's responses or actions induced by the advertisement on the ad space. Because the advertiser's code is embedded in the URL, the website owner can look and see exactly what is in the advertisement and see why the user went directly to a certain page in the website based on the advertisement. In the claims of the present invention, there is no embedded URL or an affiliate code, one is specifically looking at the IP address and the time the user entered the website and comparing it directly with advertisements and the timing of those advertisements to determine which non-internet advertisement drove a user to the website.
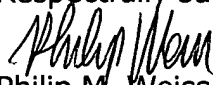
None of the sections cited by the Examiner state that such comparison is done, nor would such a comparison be done since there is an embedded URL having the advertiser's code.

For all of these reasons, the prior art does not teach the elements of the claims nor make it obvious.

Applicant now believes the application is in condition for allowance.

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